

## ABSTRACT

A method of performing a designated action comprises the processing image data representative of an image recorded on a medium comprising identifying intent information contained within said image data; processing the intent information to identify the action; and initiating processing of the image to perform the designated action. A computer program product having a computer readable medium having computer program logic recorded thereon, the computer program product comprising code for processing image data and identifying within said image data at least one portion representing an instruction for further processing said image data, and code for initiating said further processing said image data in accordance with said instruction.